

Message Text

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15

ACTION COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 TRSE-00 OMB-01 STR-08 TAR-02

L-03 CIAE-00 INR-10 NSAE-00 RSC-01 EUR-25 DOTE-00

DRC-01 /074 W

----- 069951

R 260045Z APR 74

FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC 7979

C O N F I D E N T I A L WELLINGTON 1303

EO 11652: GDS

TAGS: ETRD JA NZ

SUBJ: EC ENLARGEMENT NEGOTIATIONS: DATA ON TRUCK

PRODUCTION/TRADE

REF: STATE 55419

1. IMPORT STATISTICS HEAVY TRUCKS FOR LAST MONTHS 1973
AND EARLY MONTHS CURRENT YEAR UNAVAILABLE. LATEST FIGURES ONLY
THROUGH MAY 1972. UPDATING WOULD REQUIRE SPECIAL REQUEST GNZ
OFFICIALS WHICH WE RELUCTANT MAKE UNDER CIRCUMSTANCES.

2. INFORMATION OBTAINED FROM SELECTED TRADE SOURCES
INDICATES IMPORTS LARGE JAPANESE TRUCKS HAVE INCREASED
DURING RECENT MONTHS, BUT REFLECT OVERALL BYOUANT NZ
MARKET AND WORLD-WIDE DEMAND FOR THIS TYPE
BY JAPANESE COMPETITION AND REPORT THAT LEADING
COMPETITORS THIS FIELD BRITISH, GERMAN, CANADIAN
AND MORE RECENTLY SWODISH (VOLVO).

3. TRADE INDICATES UK SUPPLIERS, FORMERLY HOLDING LION'S
SHARE OF MARKET, BEGINNING EXPERIENCE FALL IN SALES DUE
CUSTOMER DISSATISFACTION WITH PRODUCT AND DELIVERY
SCHEDULES.

4. HEAVY NISSAN, ISUZU AND FUSO TRUCKS ARE ENTERING IN
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INCREASING NUMBERS WITH NISSAN FINDINGS BEST MARKET

RECEPTION, ALTHOUGH REPORTEDLY "HUNG UP ON DISTRIBUTION"
AS AUTHORIZED DEALERS ARE BASICALLY AUTO DEALERS AND
NOT FAMILIAR WITH TRUCK MARKET.

5. SOURCES ADD THAT FUEL CRISIS ASSISTING SALES
LARGER TRUCKS AS FLEET OWNERS AND OPERATORS DISCOVERING
THEY EFFECT NET SAVINGS OPERATION COSTS. THIS, TOGETHER
WITH WORLD-WIDE DEMAND FOR HEAVY TRUCKS, CREATING
FAVORABLE SALES CLIMATE HERE FOR ANY SUPPLIER WHO CAN
PROMISE ACCEPTABLE PRODUCT ON REASONABLE DELIVERY SCHEDULE.

6. IF FURTHER DETAILS NEEDED AND DEPARTMENT FEELS
CONSEQUENCES OF FURTHER DISCREET PROBING NOT LIKELY
TO CREATE PROBLEMS, EMBASSY WILL UNDERTAKE TO OBTAIN
MORE PRECISE DATE.
SELDEN

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